

2020 Nutrition Services Plan (NSP) Guidance Webinar

- NSP Guidance document and webinar posted on the WIC website
- http://www.kansaswic.org/local_agencies/NSP.htm



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Order of Webinar

Background of Guidance

Overview

NSP Forms

Writing Objectives and Action Steps

Appendix Objectives and Action Steps



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Objectives

- Describe the importance of writing a Nutrition Services Plan every year.
- List at least three components of the Nutrition Services Plan.
- Successfully write an Action Plan that includes clear objectives, action steps, person responsible, and timeline.



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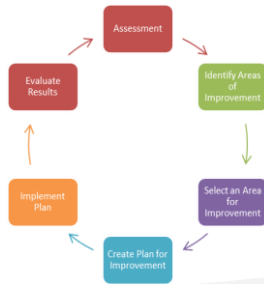
Background of Guidance

The requirement that local agencies have a Nutrition Services Plan is part of the USDA WIC regulations.



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Background of Guidance: NSP Process

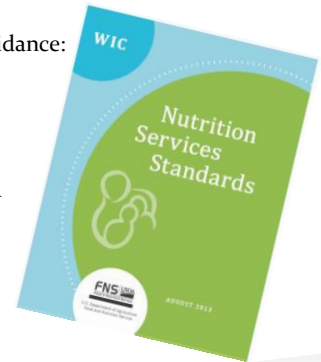


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Background of Guidance: Why We Do NSPs

Background:

Based on the 2013 USDA
WIC Nutrition Services
Standards.



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Background of Guidance: Kansas Selected Standards to Focus On

Standard 8. Breastfeeding Education, Promotion and Support

The State and local agency defines and establishes the breastfeeding education plan, policies, procedures and competency-based staff training to ensure the provision of high quality and comprehensive breastfeeding education, promotion and support.

Standard 9. Breastfeeding Peer Counseling

The State and local agency establish standardized breastfeeding peer counseling program policies and procedures and task-appropriate training for staff on the breastfeeding peer counseling program that are consistent with the *Loving Support Model* for a Successful Peer Counseling Program.

Standard 15. Breastfeeding Data Collection

The State agency ensures that appropriate breastfeeding data are collected at the State and local agency levels



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Background of Guidance: Kansas Selected Standards to Focus On, cont.

Standard 5. Staff Training

The State and local agency ensure that staff receive sufficient orientation, competency-based training and, as appropriate, continuing education activities (quarterly recommended) as well as periodic performance evaluations.

Standard 7. Nutrition Education and Counseling

The State and local agency establishes policies to ensure development, implementation, evaluation and dissemination of quality nutrition education, breastfeeding promotion and support and materials that deliver accurate, relevant and consistent messages to participants or, when appropriate, to their caregivers or proxies, to achieve optimal health outcomes in relation to their nutritional status and/or their nutrition-related concerns and goals.^{5,7}



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Background of Guidance: Kansas Selected Standards to Focus On, cont.

Standard 10. Program Coordination

The State and local agency coordinate program operations with services of other public and private programs at the local, State and National level that will benefit participants.

Standard 14. Nutrition Services Documentation

The State and local agency develop documentation policies and procedures that facilitate clear communication between staff as well as a seamless continuum of care for participants.⁸

🔥 **Outreach:** There is no specific USDA Nutrition Standard for Outreach. The goal of outreach is to spread information about the WIC program and its many benefits to the public, especially to groups that likely would be eligible for WIC benefits, i.e. Pediatrician's offices, foster parents, teen parent groups, etc.



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Background of Guidance: NSP Policy

| WIC Policy & Procedures Manual | |
|--|-------------------------------|
| POLICY: ADM: 04.00.00 Page 1 of 1 | |
| Subject: Nutrition Services Plan | |
| Effective Date: October 1, 2016 | Revised from: October 1, 2010 |
| <p>Policy: Agencies shall develop an annual Nutrition Services Plan that is consistent with the State's nutrition goals and objectives. The annual plan shall adhere to State guidance and be submitted by November 1 of each year. The licensed dietitian and local Nutrition Services Coordinator (if not the same person) coordinate the development of the plan with input from all WIC staff (including clerks and Health Department Administrators). The Agency shall share appropriate components of their plans with their partners, including other public and private organizations.</p> | |
| <p>Reference: CFR §246.11, WIC Nutrition Services Standard 5</p> | |
| <p>Procedure:</p> <ol style="list-style-type: none"> 1. The Nutrition Services Plan Guidance is provided by the State Agency to Local Agencies in May of each year. (See Appendix 2 for the current guidance materials) 2. The Agency will submit its plan to its assigned State Nutritionist by November 1 each year. The State Nutritionist will notify each local agency of the approval of its plan. If the plan is incomplete or not approved, the Nutritionist will notify the local agency of the revisions required before giving final approval. 3. The plan will include: <ul style="list-style-type: none"> A review of the previous year's Breastfeeding and Nutrition Action Plans; Breastfeeding and Nutrition Strategic Action Plans for the coming year including goals and objectives, based upon a needs assessment; and A description of nutrition education efforts planned for the coming year. <p>The Nutrition Services Plan may include other sections related to breastfeeding and nutrition education standards.</p> | |



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Overview



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Overview: What is Different From Last Year?

The Needs Assessment sections that agencies use to analyze their accomplishments regarding Breastfeeding and Clinic Improvement have been revised.

For 2020 two new appendices were added with examples of objectives and action steps. LAs can modify one of the examples provided or create their own objective and action steps.

The Nutrition Education Offerings table has been streamlined.



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Overview: Timeline

- May 2019** – Guidance materials released
- June 2019** – Recorded webinar provided
- June 2019 – September 2019** – Write 2020 NSP
- October 2019** – Lead person finalizes NSP
- November 1, 2019** – NSP due!
- January 1, 2020** – Start implementing 2020 NSP



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Overview: Checklist

- Cover Sheet
- Clinic Staff Summary Sheet
- Clinic Operations
- Evaluation of 2019 Breastfeeding Promotion Strategic Action Plan
- Evaluation of 2019 Clinic Improvement Strategic Action Plan
- Breastfeeding Promotion Needs Assessment
- 2020 Breastfeeding Promotion Strategic Action Plan
- Clinic Improvement Needs Assessment
- 2020 Clinic Improvement Strategic Action Plan
- 2020 Nutrition Education Offerings



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NSP Forms

- Cover Sheet (**Tip: Be sure to involve all staff in NSP writing**)
- Clinic Staff Summary Sheet
- Clinic Operations



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NSP Forms: Evaluation of Previous Year's Action Plan

- Evaluation of Previous Year's Action Plan
 - Breastfeeding Promotion Strategic Action Plan
 - Clinic Improvement Strategic Action Plan
- Tips for both:
 - Be honest
 - Learn from your results—What worked? What didn't?
 - Objectives
 - Action Steps
 - Evaluation
- Sharing
 - We love great stories—please send them!



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NSP Forms: Breastfeeding Promotion Needs Assessment

| Data Source | Statewide WIC | County | Kansas | United States |
|--|------------------|--------|--------|------------------|
| 2015 National Immunization Survey (CDC) for Breastfeeding Initiation Rates | | | 83.6% | 83.2% |
| 2017 Breastfeeding Initiation Birth Certificate Data | | | 88.5% | |
| 2018 Breastfeeding Initiation from KWIC | 76.3% | | | |
| 2018 Exclusive Breastfeeding to 6 months from KWIC | 13.8% | | | |

Expert Tip:
We provide
the rates!



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NSP Forms: Breastfeeding Promotion Needs Assessment

| 1.1 Indicators for Focus Area: Maternity Care Practices | Yes! (Proud of it) | Almost (Could improve) | Nope (Needs work) |
|--|-----------------------|---------------------------|----------------------|
| 1.1a Our local hospital has earned the "Baby-Friendly™" designation. | | | |
| 1.1b Our local hospital is a "High 5" facility. | | | |
| 1.1c Our Health Department and/or WIC clinic displays "Breastfeeding Welcome Here" decal and has signed the pledge. | | | |
| 1.1d Our Health Department and/or WIC clinic is Breastfeeding Friendly. | | | |
| 1.1e Lactation room is available for staff and clients. | | | |
| 1.1f Collectible materials are used regularly in WIC and various other community settings that serve pregnant and postpartum families. | | | |
| Maternity Care Practices Total: | | | |



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NSP Forms: Clinic Improvement Needs Assessment

| 4.1 Indicators for Focus Area: Community Partners | Yes! (Proud of it) | Almost (Could improve) | Nope (Needs work) |
|--|-----------------------|---------------------------|----------------------|
| 4.1a We collaborate and communicate regularly with our mandatory referral agencies - Medicaid/Kancare representative, regional or local DCF staff. | | | |
| 4.1b Our clinic has an ongoing relationship with area medical providers to provide them with WIC information. | | | |
| 4.1c Our program coordinates with a dental hygienist that comes to our clinic to screen and educate clients on dental health. | | | |
| 4.1d One or more of our WIC staff represent our program at community health coalitions/meetings. | | | |
| 4.1e We have active working relationships with three or more of the following: Head Start, Child nutrition programs, Extension, SNAP-ED, local hospitals, shelters and food banks, teen parent programs, migrant support agencies. | | | |
| Community Partner Totals: | | | |



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Writing Objectives and Action Steps



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Writing Objectives and Action Steps Example #1

To Increase Our Referrals, is not an adequate objective.

An acceptable objective could still be to increase referrals, but needs to be more specific. For example, *Increase the total number of referrals by 20% between 1/1/20 – 8/31/20.*

This objective answers all four questions.

- the problem – clients may not be receiving all appropriate referrals
- the target audience – all clients
- the time frame – 1/1/20 – 8/31/20
- the amount of change expected – the total number of referrals will increase by 20%



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Writing Objectives and Action Steps Example #2

To make pregnant women aware of their Medicaid benefits, is not an adequate objective.

For this objective, it is written in a different way. It is formatted as a list instead of a sentence.

Acceptable objective:

- the problem - Pregnant and breastfeeding women on WIC are unsure of their benefits through their Medicaid card.
- the target audience - Pregnant and Breastfeeding women
- the time frame - January 1, 2020 – December 31, 2020
- the amount of change expected - Pregnant and breastfeeding women are aware of and fully utilize all benefits afforded them with Medicaid.



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Writing Objectives and Action Steps Example #3

To increase our breastfeeding incidence rate, would not be an acceptable objective.

A more specific objective might be: *To increase our breastfeeding incidence rate by the end of the 3rd quarter of 2020 from 66.7% (in 2019) to 70 %. Target prenatal women from January 1, 2020 through September 30, 2020.*

This objective answers all four questions.

- the problem – increase breastfeeding incidence rate
- the target audience – prenatal women
- the time frame – 1/1/20 – 8/31/20
- the amount of change expected – increase the incidence rate from 66.7% (2019 rate) to 70% in the 3rd quarter of 2020



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Writing Objectives and Action Steps Example #4

One more example, *To increase the visibility of WIC in our community*, would not be an acceptable objective.

A more specific objective might be: *To hold a Family Fun Fair in the parking lot of our clinic in August 2020 to make WIC more visible in the community and to make potential WIC clients aware of WIC.*

This objective answers all four questions.

- the problem – people in the community and potential clients may not know about WIC
- the target audience – families in our community
- the time frame – 1/1/20 – 8/31/20
- the amount of change expected – people in our community will learn about WIC, which may result in clients who are eligible for WIC will apply for WIC



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Writing Objectives and Action Steps

Example #5

Another example, *To decrease the use of sippy cups*, would not be an acceptable objective.

A more specific objective might be: To assist families in avoiding using sippy cups, WIC staff will educate on the use of an open cup at 6 month midcerts and certs for 1 year olds during 1/1/20 – 5/31/20. This will result in 25% fewer clients marking on the diet questionnaire their child 1 ½ or 2 uses sippy cups. This objective answers all four questions.

- **the problem** – families are inappropriately using sippy cups and are not introducing the use of open cups
- **the target audience** – WIC families with 6 month and 1 year old children
- **the time frame** – 1/1/20 – 5/31/20
- **the amount of change expected** – the number of families that are still using sippy cups at 1, 1 ½ and 2 yrs old will decrease by 25%



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Writing Objectives and Plans:

Action Steps

Staff will discuss with at least 50% of pregnant and breastfeeding women their Medicaid benefits and encourage them to use the benefits.

- Action Step #1: Contact representatives from each Medicaid provider group and invite them to have a table in the WIC Waiting Room to discuss services offered.
- Action Step #2: Ask the representatives from each Medicaid provider group to attend and present at a WIC staff meeting to explain their services.
- Action Step #3: Have an out-stationed Medicaid Eligibility Specialist attend a WIC staff meeting to explain their services.
- Action Step #4: Gather current information regarding breast pumps from each Medicaid provider and revise breast pump handout as needed for distribution to pregnant and breastfeeding women.



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Breaking Down the Action Steps

The objective is the same: *Staff will discuss with at least 50% of pregnant and breastfeeding women their Medicaid benefits and encourage them to use the benefits.* The action steps will be changed to break down Action Step #2 above:

1. Obtain contact information for each Medicaid provider.
2. Request by phone call, email or letter for one of their staff to come to the clinic and share with WIC staff information on the benefits they provide..
3. Based on the number of providers and their staff that are coming, decide which meeting room will be used.
4. Decide whether the meeting time will be blocked out in the KWIC appointment book.
5. Communicate with staff about the meeting subject, date and time.
6. A staff member will meet the reps on their arrival. Find out if there is anything they need, and if time allows we will share with them a little about our clinic.
7. At the end of the meeting, when the reps have left or on a different day, staff will be asked their thoughts on the information that was shared and how staff will share the information with clients.
8. Implement the plan of how the information will be shared with clients.



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New Tool for Creating Objectives and Action Steps

Two New Appendices

Appendix 2

- Sample Objectives & Action Steps – Breastfeeding Strategic Action Plan

• # 1.1d Sample: Breastfeeding Friendly Health Department

- **Objective:** Accomplish three or more of the 10 **Breastfeeding Friendly Health Department** steps by ____, 2020.

• Action Steps:

1. Establish a designated individual/group to manage BFHD.
2. Have a written breastfeeding policy that addresses all BFHD 10 steps.
3. Collaborate with a community partner to provide access to breastfeeding classes.
4. Encourage racially and ethnically diverse resources within the community.
5. Through community partnership, encourage a local public place to provide a breastfeeding friendly environment for families.
6. Facilitate access to information and training for childcare centers and providers on how to support a breastfeeding mother.



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New Tool for Creating Objectives and Action Steps

Two New Appendices

Appendix 3

Sample Objectives & Action Plans – Clinic Improvement Strategic Action Plan

3.2 Client Centered Education

3.2a Sample: Staff Address Client's Questions/Concerns

Objective:

At every nutrition education contact, staff provide effective education by asking clients about their questions/concerns and then taking time to address these.

Action Steps:

1. The WIC Coordinator finds a source of information on client-centered education. This might be a speaker, an online module, a book or an article.
2. At a staff meeting, the WIC Coordinator has someone speak or has all staff review the information found on client-centered education.
3. A staff person will be assigned to write up the notes at each staff meeting and copies will be placed in staff training folders.
4. For the next several months, staff will be asked to make a specific effort to ask clients about their concerns at every nutrition education contact.
5. At the next staff meeting the WIC Coordinator asks each staff member to share an example of how a co-worker asked a client about their concerns and then addressed those concerns to the extent possible.



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| Objectives Include the problem to be addressed, target audience, time frame, and the amount of change expected. | Action Steps Minimum of 3 action steps included. At least one must address a significantly new or improved strategy toward your objectives. Please identify new steps with "" or bold font. Each action step should be written with sufficient detail and depth to support your objectives. | Person Responsible | Implementation Date or Date Range |
|---|--|--|--|
| Hold a Family Fun Fair in the parking lot of our clinic in Aug 2020 to make WIC more visible and make potential clients aware of WIC. | <ol style="list-style-type: none"> 1. *Create a Fun Fair committee and designate a chair. 2. **The chair will oversee creating an agenda and setting bi-weekly meetings. 3. *A referral source 8/20 Fun Fair will be created in KWIC. | WIC Coordinator Fun Fair Chair Someone who has KWIC clearance to create this | February 2020 1 st meeting March 1, 2020 |
| Short Term or Periodic Evaluation: | Description: | Person Responsible | Date or Date Range |
| Progress to date | Chair will report status to WIC Coordinator. | Chair & Coordinator | 6/30/20 |
| Final Evaluation: | Description: | Person Responsible | Date or Date Range |
| Check "referrals from" report | Check to see how many clients reported hearing of WIC at the Fair. | Chair or person designated | Report from 9/1/20 – 10/31/20 |



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Writing Objectives and Action Plans: What Not To Do!

- Don't aim for too high of a breastfeeding rate
 - Do be realistic!
- Don't think it's all going to go fast and smooth
 - Do anticipate some bumps, like staff turnover or time it takes to coordinate schedules for a meeting, etc.
- Don't wait too long to get started
 - Remember, you have less than 1 year to make and evaluate changes
- Don't skip the short term evaluation step
 - This will tell you if you are on-track to meet your objectives



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Nutrition Education Offerings Page/Table

- This is the final item from our overview checklist
- Plan for low risk secondary nutrition for the upcoming year
- Top of the page – if you regularly do any one-on-one education (Nei) with low risk clients
- The basis for the information is from your lesson plans
- Lesson plans should be written by a WIC RD or approved by a WIC RD
- Extension lesson plans can be used – but will need to be put into our WIC format (PPM NED 03.03.01 and lesson plan template nutrition education/lesson plan tab)



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2020 Nutrition Education Offerings (The SA will send out a lesson on Basic Cooking in late 2019.)

☐ This table is not applicable, our clinic only offers individual nutrition education (NEI).

☐ Our clinic offers only NEI to certain client categories. These client categories are _____

☐ Our clinic uses WICHealth.org.

| Month(s) | Class Title | Type of Class (group, self-study notebook, interactive center, etc.) | PG | PP | BF | I <6 m | I >6 m | C | Brief description of class content (include how this class applies to each client category) |
|-----------------|--|--|----|----|----|--------|--------|---|---|
| | Optional -SA provided lesson Basic Cooking | Interactive center/self-study notebook | X | X | X | no | X | X | Teaches some basic cooking principles and practices. Includes toddler and child appropriate recipes. |
| Jan - June 2020 | Iron - We All Need It | Interactive center/self-study notebook | X | X | X | X | X | X | Importance of iron for all of us, including infants; it's why WIC checks client's High; review sources of iron and vitamin C. |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |

In Summary

- 2020 Kansas NSP is based on USDA standards
- NSPs are due November 1, 2019
- Use the Breastfeeding and Clinic Improvement Assessments as a way to identify what you want to change
- Write specific objectives and action steps that will help your Action Plans be most effective



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Where do I send the NSP?

Lisa Medrow, lisa.medrow@ks.gov : Cloud group, Doniphan, Grant, Jefferson, Linn, Marion, Meade group, Neosho, Reno, Saline, SEK-Multi Co, Seward, Sherman, Wyandotte

Julie Ornelas, julie.ornelas@ks.gov : Chautauqua, Crawford, Franklin, Geary, Gove, Greeley, Greenwood, Lane, Norton, Osborne group, Riley, Russell, Scott, Shawnee, Trego, Wichita

Gabrielle Risley, gabrielle.risley@ks.gov : Cherokee, Dickinson, Ford, Graham, Harvey, Lincoln group, Marshall, NEK Multi-County, Nemaha, Ness, Pawnee, Rush, Sedgwick, Sheridan, Sumner

Patrice Thomsen, patrice.thomsen@ks.gov : Haskell, Leavenworth, Montgomery, Stevens

Kara Watts, kara.watts@ks.gov : Barton, Butler, Cowley, Douglas, Elk, Finney, Johnson, Kiowa group, Lyon, Miami, Rice, Strafford, Stanton, Wilson

Due
11/1/19



Thank You



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